

For Immediate Release

Bald is beautiful!

Novia sponsored head shave raises over £5000 for Worldwide Cancer Research

A number of senior managers at Novia Financial recently took part in a sponsored head shave raising an eye watering £5000 for Worldwide Cancer Research. Kevin Brown, Stephen Parker, Sam Eveleigh and James Savage all had the razor treatment, courtesy of local Bath hairdressers Nick Brain who on hearing of the project, agreed to do the cuts for free.

Stephen Parker, head of investment administration at Novia said: "We came up with the idea as a way to help support a colleague who has recently been diagnosed with Hodgkin's lymphoma and whose recent treatment has been directly impacted by money raised from Worldwide Cancer Research. With that in mind Kevin (with a little persuasion), Sam (with no persuasion), James and I all agreed we would shave our heads, our target was to raise £300. We had a phenomenal response and the figure now raised stands at over £5000 and is still rising."

Parker continued: "We never dreamed of getting anywhere near this total, so we are very thankful to everyone who sponsored us and helped us to raise so much for such a worthwhile cause. Our new short back and sides not only raised some eyebrows in the office, but also helped to raise awareness for a charity that really makes a difference."

Sally Burton-Graham, Director of Fundraising at Worldwide Cancer Research said: "We are thrilled with the amount raised by Novia Financial. Each penny goes to making a difference to those who are suffering with any form of cancer."

Stephen Parker will also be running the 2016 London Marathon to raise funds for Worldwide Cancer Research.

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Notes to editors:

Novia Financial plc launched to market in October 2008 to provide a comprehensive wealth management service or 'full wrap platform' for investment advisers and their clients. Novia provides a transparent pricing structure as well as access to a wide range of product wrappers each with their own Cash Facility, an extensive suite of portfolio management tools, and access to an extensive range of investment classes including shares, bonds, traditional authorised funds, ETFs and alternative investments.

The core operating system is provided by Australian based GBST who have been developing software solutions for fund administration and financial services since 1996, and for wrap solutions since 1999, amassing \$186bn (AU) in assets under management on their systems. The comprehensive suite of portfolio management tools is powered by Financial Express, who also provide the data for the platform, and the illustrations are provided by Dunstan Thomas.

The Novia team, based in Bath, is led by Bill Vasilieff ex Sales and Marketing director and joint cofounder of Selestia. Novia as an independent proposition has substantial financial backing from a combination of private individuals and corporate organisations. The board is chaired by Sir Anthony Cleaver (former chairman and chief executive of IBM in the UK). Other members include John Beaumont, non executive, who has held a number of non executive roles in major public organisations and several technology startups, Tim Levy (non executive and investor), Chief Executive of Cocoon, David Royds (ex Chairman of Matrix group) and Bill Vasilieff as CEO.

Novia Financial plc is authorised and regulated by the FCA Register Number 481600.

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